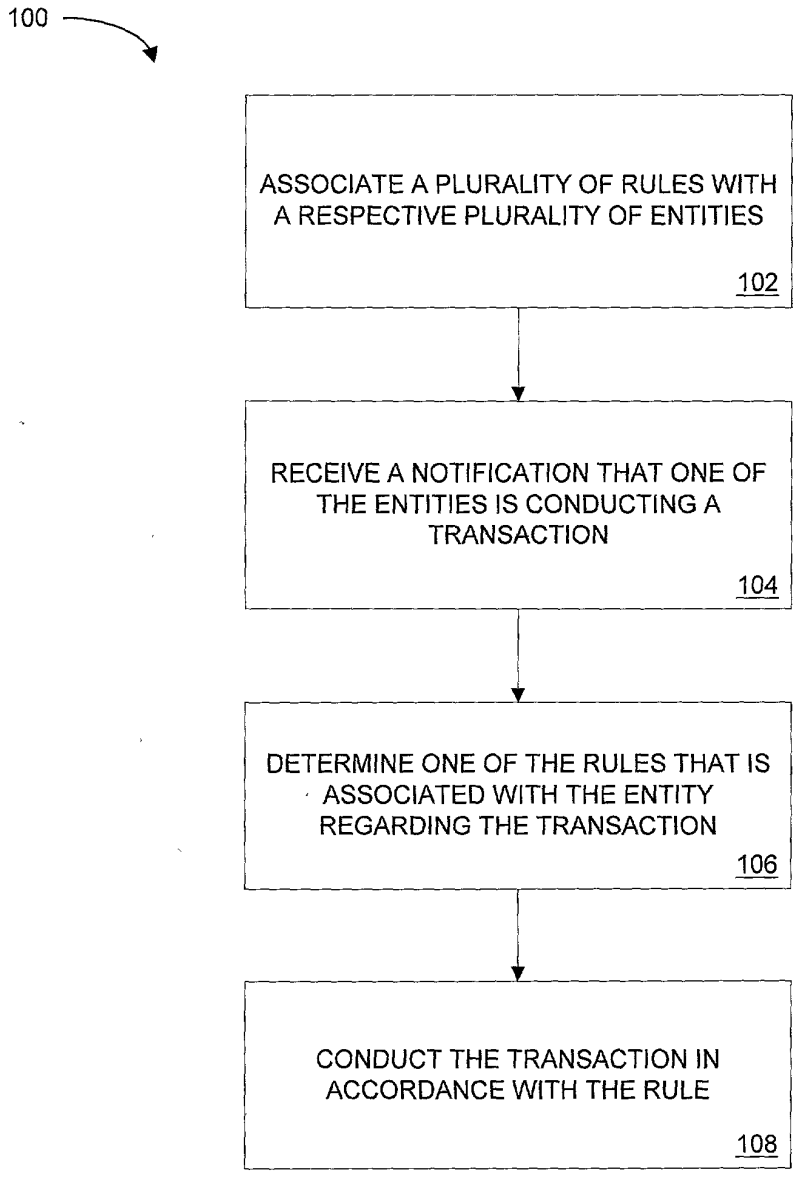
100
ASSOCIATE A PLURALITY OF RULES WITH A RESPECTIVE PLURALITY OF ENTITIES
102
RECEIVE A NOTIFICATION THAT ONE OF THE ENTITIES IS CONDUCTING A TRANSACTION
104
DETERMINE ONE OF THE RULES THAT IS ASSOCIATED WITH THE ENTITY REGARDING THE TRANSACTION
106
CONDUCT THE TRANSACTION IN ACCORDANCE WITH THE RULE
108

FIG. 1

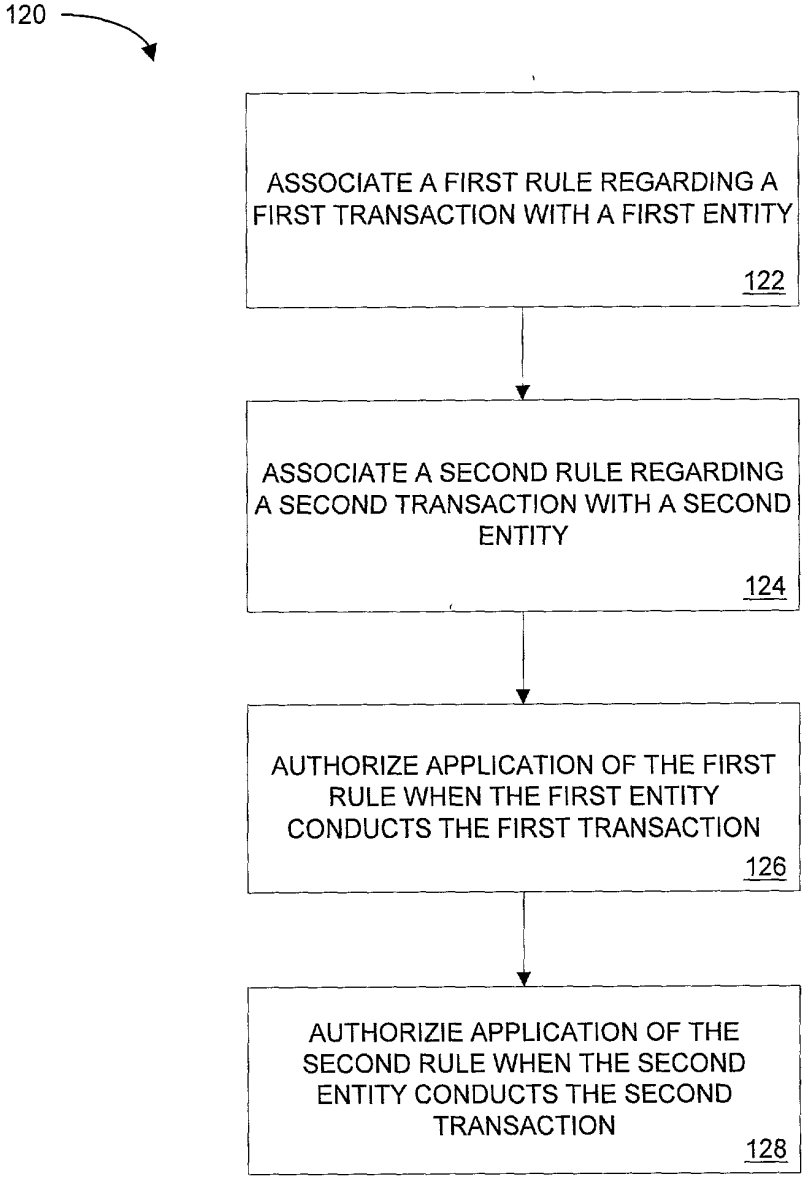
120
ASSOCIATE A FIRST RULE REGARDING A FIRST TRANSACTION WITH A FIRST ENTITY
122
ASSOCIATE A SECOND RULE REGARDING A SECOND TRANSACTION WITH A SECOND ENTITY
124
AUTHORIZE APPLICATION OF THE FIRST RULE WHEN THE FIRST ENTITY CONDUCTS THE FIRST TRANSACTION
126
AUTHORIZIE APPLICATION OF THE SECOND RULE WHEN THE SECOND ENTITY CONDUCTS THE SECOND TRANSACTION
128

FIG. 2

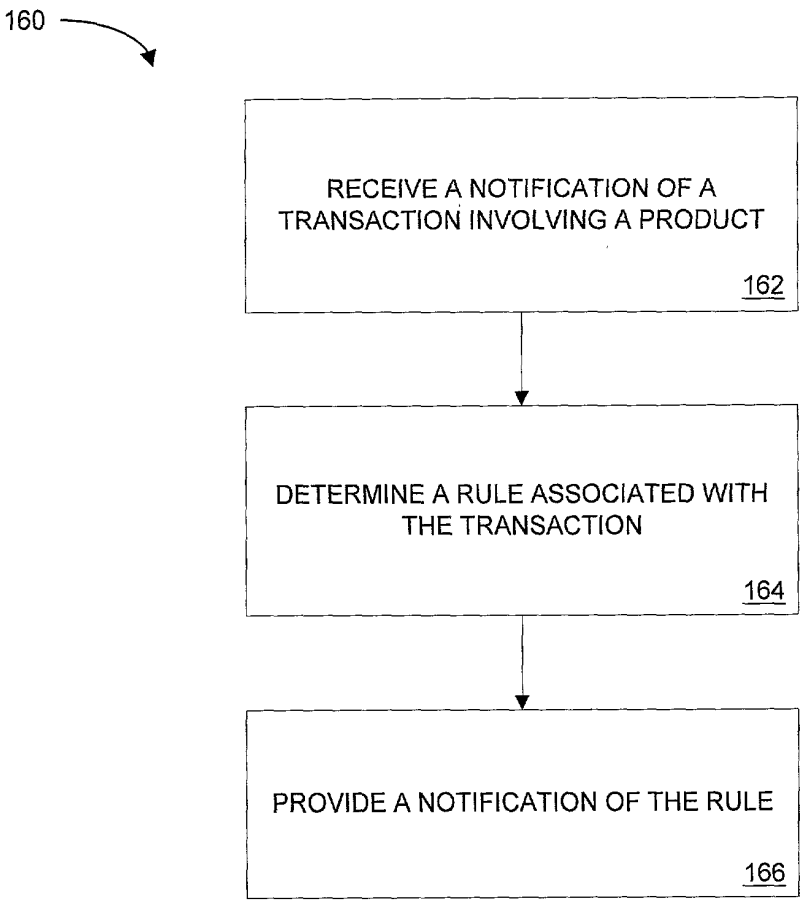
160
RECEIVE A NOTIFICATION OF A TRANSACTION INVOLVING A PRODUCT
162
DETERMINE A RULE ASSOCIATED WITH THE TRANSACTION
164
PROVIDE A NOTIFICATION OF THE RULE
166

FIG. 3

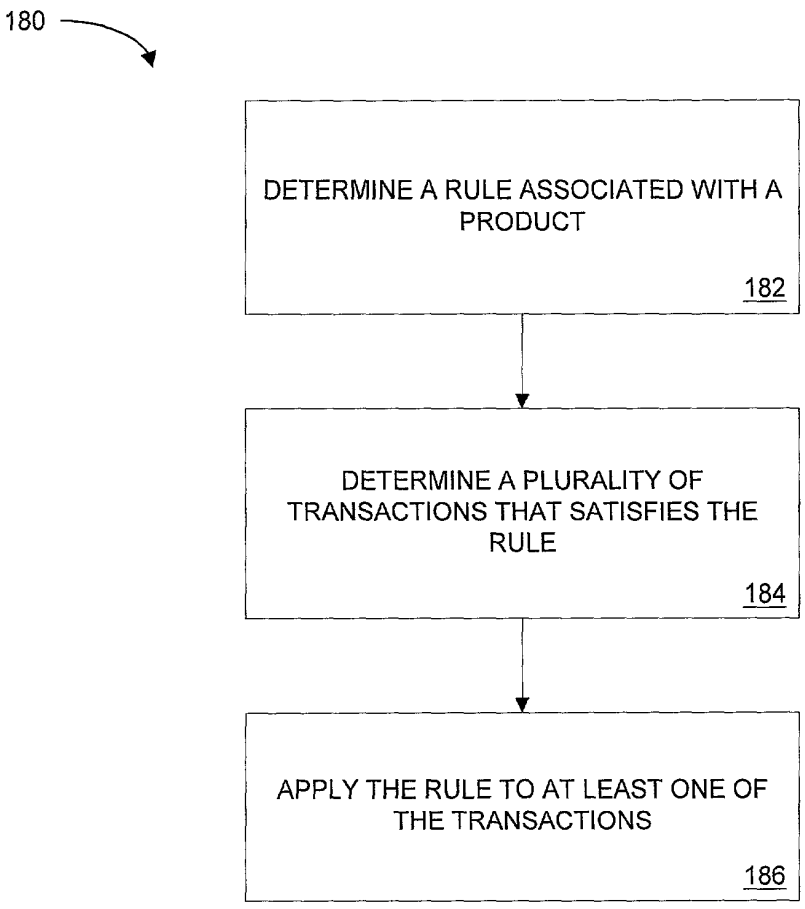
180
DETERMINE A RULE ASSOCIATED WITH A PRODUCT
182
DETERMINE A PLURALITY OF TRANSACTIONS THAT SATISFIES THE RULE
184
APPLY THE RULE TO AT LEAST ONE OF THE TRANSACTIONS
186

FIG. 4

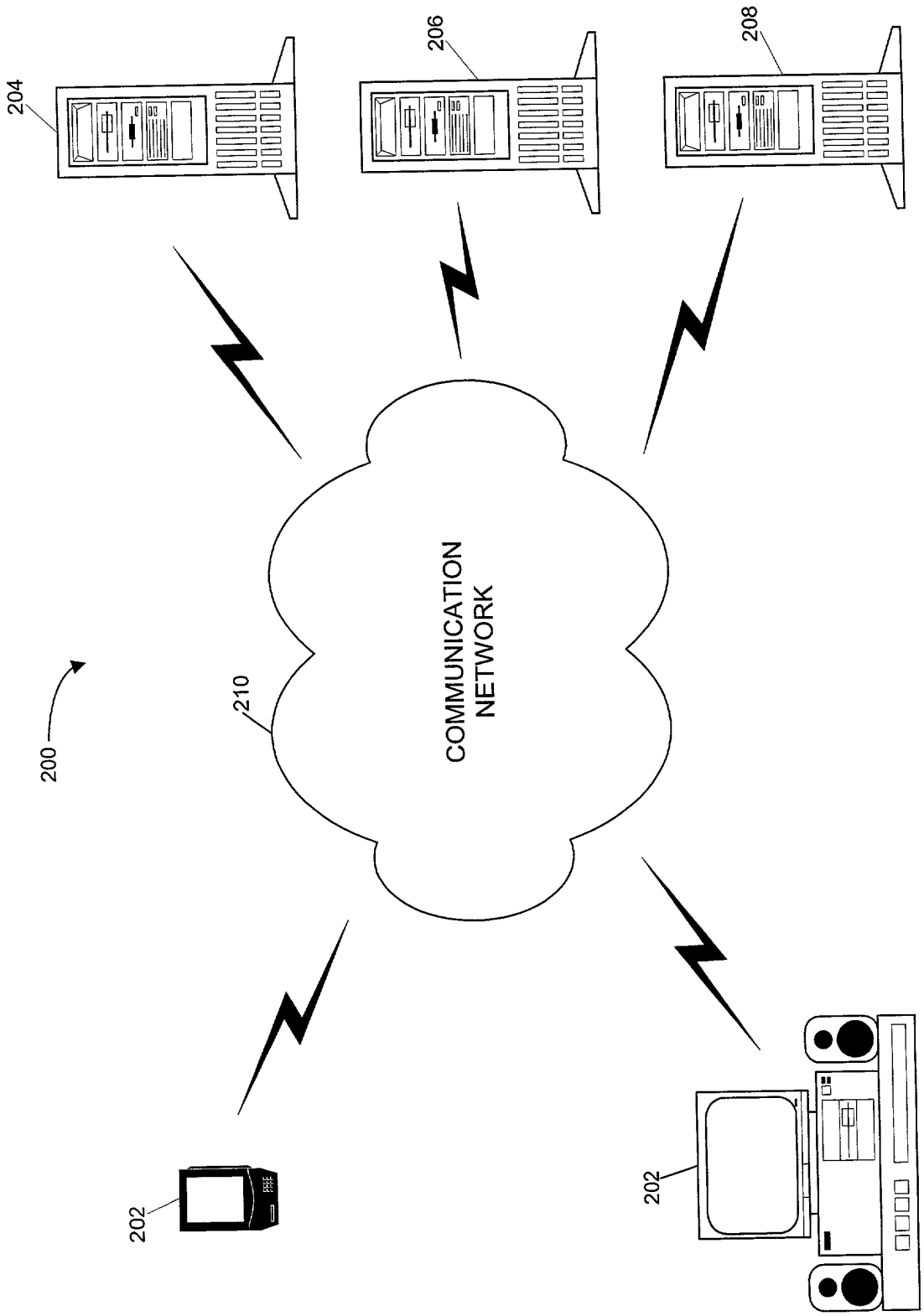

FIG. 5

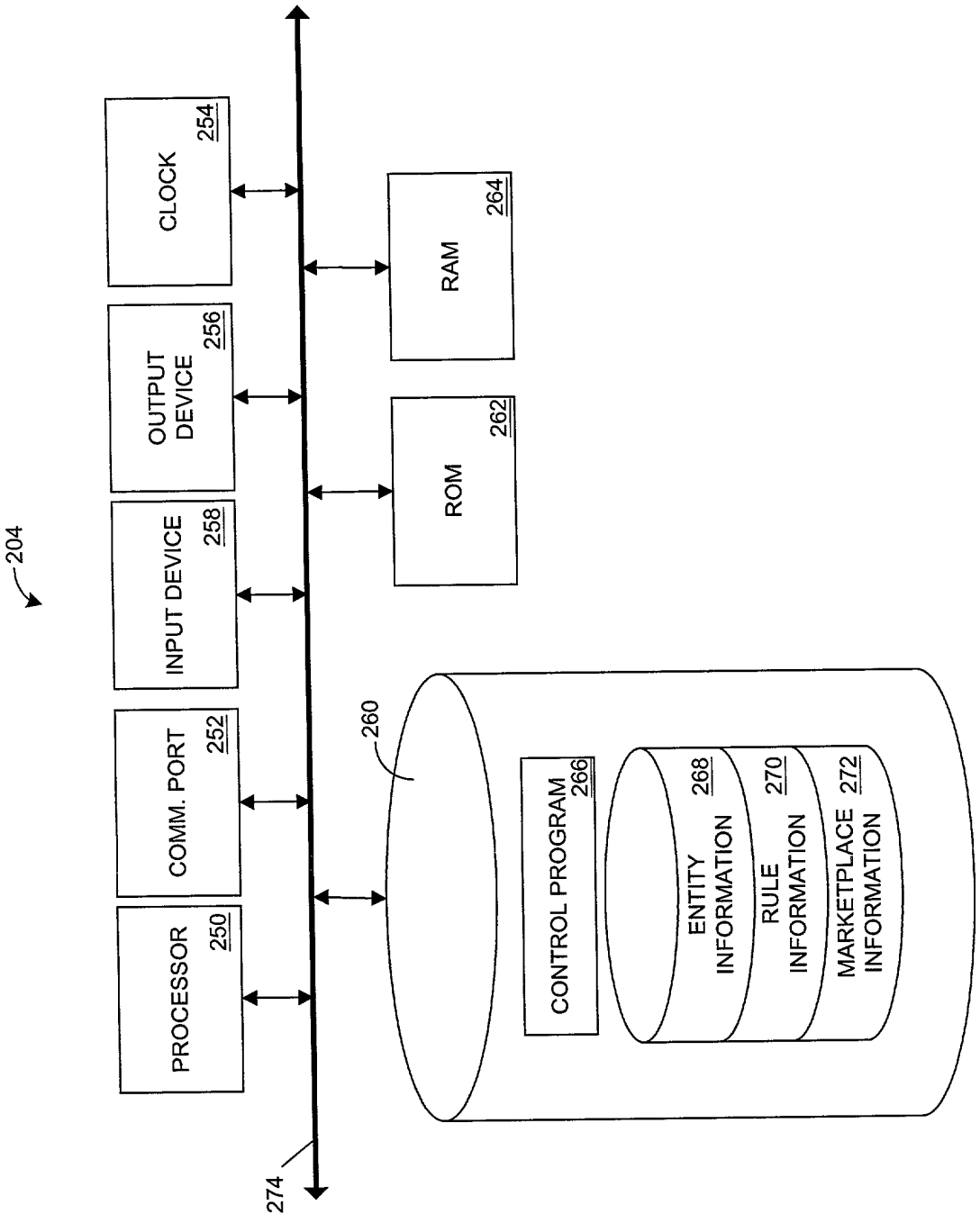
204
PROCESSOR 250
COMM. PORT 252
INPUT DEVICE 258
OUTPUT DEVICE 256
CLOCK 254
RAM 264
ROM 262
260
CONTROL PROGRAM 266
ENTITY INFORMATION 268
RULE INFORMATION 270
MARKETPLACE INFORMATION 272
274

FIG. 6

300

ENTITY IDENTIFIER 302	ENTITY DESCRIPTION 304	ASSOCIATED RULES 306
E-25013	BOB'S TIRE WORLD	R-123456
E-61230	COMPUTERTOWN	R-867454
E-84178	HARDWARE EXPRESS	R-587766 R-904193

FIG. 7

400

RULE IDENTIFER 402	RULE DESCRIPTION 404	RULE EXPIRATION 406	RULE COUNT 408
R-123456	TEN PERCENT DISCOUNT ON PRICE	N/A	2/6
R-587766	BEST MONTHLY PRICE ON ORDERS OF 100 OR MORE UNITS AT MARKETPLACE M-865654	N/A	N/A
R-867454	FIVE PERCENT OFF PREVIOUSLY MONTH'S AVERAGE PRICE FOR PURCHASES MADE AT MARKETPLACE M-591362	DECEMBER 1, 2001	N/A
R-904193	TEN PERCENT OFF LOWEST PRICE FOUND AT ANY MARKETPLACE	JULY 5, 2001	3/10

FIG. 8

500

MARKETPLACE IDENTIFER 502	MARKETPLACE NAME 504	MARKETPLACE COMMUNICATION INFORMATION 506
M-223436	EBAY.COM	E-MAIL MESSAGE TO SELLER@1234EBAY.ORG
M-791867	TED'S DISCOUNT WAREHOUSE	FTP TRANSMISSION TO FTP.TEDSDISCOUNT.COM
M-865654	THE PRODUCT EXCHANGE	XML FEED

FIG. 9